



**CITY OF DUBLIN
HERITAGE & CULTURAL ARTS COMMISSION
SPECIAL MEETING AGENDA**

**THURSDAY, APRIL 14, 2016, 8:30 PM or
IMMEDIATELY FOLLOWING SPECIAL JOINT MEETING STARTING AT 7:00 PM
DUBLIN CIVIC CENTER, 100 CIVIC PLAZA**

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ORAL COMMUNICATIONS

3.1 Public Comments

At this time, the public is permitted to address the Heritage and Cultural Arts Commission on non-agendized items. The Commission must, however, comply with all State Laws in regard to items not appearing on the posted agenda. The Commission may respond to statements made or questions asked, or may request Staff to report back at a future meeting concerning the matter. Any member of the public may contact the Office of the Parks and Community Services Department related to the proper procedure to place an item on a future Heritage and Cultural Arts Commission agenda. The exceptions under which the Heritage and Cultural Arts Commission MAY discuss and/or take action on items not appearing on the agenda are contained in GC 54954.2(b)(1)(2)(3).

4. MINUTES OF THE REGULAR MEETING

4.1 Minutes of the March 10, 2016, Regular Meeting

The Commission will consider approval of the minutes of the March 10, 2016 Regular Meeting as presented.

STAFF RECOMMENDATION:

Approve the minutes of the March 10, 2016, Regular Meeting.

5. WRITTEN COMMUNICATIONS – None.

6. PUBLIC HEARING – None.

7. UNFINISHED BUSINESS – None.

8. NEW BUSINESS

8.1 Cultural Arts Needs Assessment

The Commission will receive a report on the upcoming Cultural Arts Needs Assessment Project.

STAFF RECOMMENDATION:

Receive the Report.

8.2 Utility Box Art Pilot Program Theme and Selection Process

The Commission will consider possible themes for the Utility Box Art Pilot Program and Staff's recommendation for the artist selection process.

STAFF RECOMMENDATION:

1) Determine whether to issue an open call for proposals to be evaluated by an ad hoc committee, or to pre-qualify artists; 2) Determine whether to allow submissions from high school-age artists sponsored by a visual arts teacher or professional visual artist who would be responsible for ensuring the work is of professional quality and completed in a timely fashion; and 3) Determine a single theme for all boxes in the Pilot Program, or one theme for the boxes in

This AGENDA is posted in accordance with Government Code Section 54954.2(a)

If requested, pursuant to Government Code Section 54953.2, this agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Section 12132), and the federal rules and regulations adopted in implementation thereof. To make a request for disability-related modification or accommodation, please contact the Office of Parks and Community Services (925) 556-4500 at least 72 hours in advance of the meeting.

A complete packet of information containing Staff Reports and attachments related to each item is available for public review at least 72 hours prior to a Heritage & Cultural Arts Commission Meeting or, in the event that it is delivered to the Commission less than 72 hours prior to a Heritage & Cultural Arts Commission Meeting, as soon as it is so delivered. The packet is available in the Parks & Community Services Department at Civic Center.

the Village Parkway District of the Downtown Specific Plan and a second theme for the boxes in the Dublin High School neighborhood.

9. OTHER BUSINESS

9.1 Brief Informational-Only Reports

Brief INFORMATIONAL-ONLY reports from Commissioners and/or Staff, including Reports by Commission related to Meetings Attended at City Expense (AB 1234).

9.2 Discussion of Future Agenda Items

Staff will offer a preview of agenda items expected in the next two months. The Commission may also suggest topics it would like to see added to future agendas with consensus of the majority of the Commission.

10. ADJOURNMENT



STAFF REPORT

HERITAGE AND CULTURAL ARTS COMMISSION

DATE: April 14, 2016

TO: Honorable Chair and Commissioners

FROM: Tegan McLane, Cultural Arts & Heritage Manager

SUBJECT: Minutes of the March 10, 2016, Regular Meeting
By: Rhonda Franklin, Management Analyst

EXECUTIVE SUMMARY:

The Heritage & Cultural Arts Commission will consider approval of the minutes of the March 10, 2016, Regular Meeting of the Heritage and Cultural Arts Commission.

FINANCIAL IMPACT:

None.

RECOMMENDATION:

Approve the minutes of the March 10, 2016, Regular Meeting of the Heritage and Cultural Arts Commission.

DESCRIPTION:

The Heritage and Cultural Arts Commission will consider approval of the minutes of the March 10, 2016, Regular Meeting of the Heritage and Cultural Arts Commission.

NOTICING REQUIREMENTS/PUBLIC OUTREACH:

None.

ATTACHMENTS:

1. Draft Minutes of the March 10, 2016, Regular Meeting of the Heritage and Cultural Arts Commission.



HERITAGE AND CULTURAL ARTS COMMISSION

REGULAR MEETING

Draft Minutes

CITY OF DUBLIN

March 10, 2016

The March 10, 2016, Regular Meeting of the Heritage and Cultural Arts Commission was called to order at 7:00 PM at the Dublin Civic Center, Dublin, California, by Chair Kathy Blackburn.

ROLL CALL

Commissioners (Cm.) Present: Blackburn, Deets, He, Iharosi, Minniear and Tutino
Commissioners Absent: Szollos

PLEDGE OF ALLEGIANCE

Chair Blackburn led the Pledge of Allegiance.

ORAL COMMUNICATIONS

3.1 Public Comments

Ms. Anita Carr, Alameda County Public Arts Commissioner, informed the Commission that March is Youth Art Month and of upcoming events regarding youth art events and activities.

APPROVAL OF MINUTES

4.1 December 10, 2015 Regular Meeting

On a motion by Cm. Deets, seconded by Cm. Minniear, and by a vote of 6-0-0 with Vice Chair Szollos absent, the Commission took the following action:

ACTION:

Approved minutes of the December 10, 2015 Regular Meeting as presented.

4.2 February 11, 2016 Regular Meeting

On a motion by Cm. Deets, seconded by Cm. Minniear, and by a vote of 6-0-0 with Vice Chair Szollos absent, the Commission took the following action:

ACTION:

Approved minutes of the February 11, 2016 Regular Meeting as presented.

WRITTEN COMMUNICATIONS – None.

PUBLIC HEARING – None.

UNFINISHED BUSINESS – None.

NEW BUSINESS

8.1 Staff Work Plan

Ms. Tegan McLane, Cultural Arts & Heritage Manager, presented the specifics of the item as outlined in the Staff Report.

Cm. Minniear asked about Staff support for the work plan. Ms. McLane stated she does have Staff support to assist in completing the tasks on the work plan.

Cm. Minniear asked if historic plaques would be included in the inventory and maintenance plan, and Ms. McLane said yes.

Cm. Minniear asked if Staff would be looking for spaces for an art space granting program in Fiscal Year 2016-2017 and Ms. McLane said yes. Cm. Minniear asked how Staff would promote this opportunity to the art community. Ms. McLane said once the program is approved, Staff would publicize the program to the Tri-Valley arts community, as well as through other public outreach methods, such as newspapers. Cm. Minniear suggested that Staff also include non-traditional artists in the program.

Cm. Minniear asked if there is still an option to put a Veteran's memorial space in the Dublin Crossing park development. Ms. McLane stated she was not aware of a plan for a memorial space at Dublin Crossing; however, public art is planned for the development. Cm. Minniear stated the location would be ideal for a memorial space since the property is located in the middle of Dublin and near Camp Parks.

Cm. Tutino asked about the source of the \$90,000 fund for art maintenance and repairs. Ms. McLane explained that the amount would come from the Public Art Fund. Cm. Tutino asked if the budget would include a line item for public art maintenance and repair going forward, and Ms. McLane said yes.

Cm. Tutino asked why the Cemetery expansion project was on hold. Ms. McLane stated she was unsure why the project is currently on hold.

Cm. Blackburn asked how items get placed on the work plan. Ms. McLane explained the items come from the Capital Improvement Plan, City Council, Commission, and Staff.

The Commission received the report.

8.2 Dublin Camp Parks Military History Center Update

Ms. McLane presented the specifics of the item as outlined in the Staff Report.

Cm. Iharosi asked if the project's ambitious time schedule is realistic, and Ms. McLane said yes.

The Commission received the report.

OTHER BUSINESS

9.1 Brief Information Only Reports from Heritage & Cultural Arts Commissioners and/or Staff

Cm. Minniear informed the Commission that he has been looking into the history of Highway 21 in preparation for an upcoming conference of historical groups.

Cm. Tutino stated she attended the Bay West public art preview for the corner of Dublin Boulevard and Golden Gate Drive, and she would be participating in the Integrated Specialist Learning Program (ISLP) for the Visual Arts.

Cm. Iharosi stated she attended the City's Volunteer Appreciation event.

Cm. He suggested including historical information about the City in the Activity Guide.

Ms. McLane provided program and event updates.

9.2 Discussion of Future Agenda Items

Ms. McLane provided an overview of upcoming agenda items for the Commission.

Cm. Minniear stated he would like the Commission to have an opportunity to review and recommend amendments to the Commission's Bylaws and Rules of Procedure. With Cm. Szollos absent, the Commissioners voted in favor of agendaizing this item.

ADJOURNMENT

Being no further business, the meeting adjourned at 8:06 PM.

Minutes prepared by Rhonda Franklin, Management Analyst.

Kathy Blackburn
Chairperson

ATTEST: _____
Tegan McLane
Cultural Arts and Heritage Manager



STAFF REPORT

HERITAGE & CULTURAL ARTS COMMISSION

DATE: April 14, 2016

TO: Honorable Chair and Commissioners

FROM: Tegan McLane, Cultural Arts & Heritage Manager

SUBJECT: Cultural Arts Needs Assessment
By: Tegan McLane, Cultural Arts & Heritage Manager

EXECUTIVE SUMMARY:

The City of Dublin has selected ArtsMarket, a specialized arts consulting firm, to conduct a Cultural Arts Needs Assessment this summer using stakeholder interviews, focus groups and a community-wide survey to gather updated community input regarding arts facilities and arts programming most needed and desired by residents of Dublin and the region. Results from this Cultural Arts Needs Assessment will inform the City's decision on whether and how to repurpose the Police Wing at City Hall as a Cultural Arts Center.

FINANCIAL IMPACT:

The City has contracted with ArtsMarket to do a Cultural Arts Needs Assessment for a price not to exceed \$40,000. Staff anticipates all or most of the funding for the Cultural Arts Needs Assessment to come from Public Facility Fees, as the project will inform decisions regarding a future cultural arts center.

RECOMMENDATION:

Receive the Report.

DESCRIPTION:

The City of Dublin Parks and Recreation Master Plan, updated in May 2015, identified a need for a dedicated cultural arts facility. The City is currently exploring options, including repurposing an existing City facility to serve as a cultural arts center. To inform decisions regarding any future cultural arts facilities, the City Manager requested Staff conduct a Cultural Arts Needs Assessment.

Dublin has conducted one previous Cultural Arts Needs Assessment, a series of five 90-minute focus group discussions and a random telephone survey with 400 interviews conducted in 1999. At that time, respondents' priorities for City resources in descending order were: arts education programs in schools; youth arts education programs outside of schools; creation of a full-fledged museum at Heritage Park; concerts and live music; festivals and celebrations; historic programming; public art; and adult art education programs. This

formed the basis of Dublin's first Heritage and Cultural Arts Long-Range Plan, drafted in 2001, and prompted the City to hire its first professional arts administrator.

The arts were also included in, but not the primary focus of, a more general needs assessment, conducted in 2008, for the Strategic Plan. This assessment also included 30 stakeholder interviews and three focus group sessions. Cultural festivals and events were ranked as the most essential program for the Department to offer.

In January, the City issued a call for proposals from firms qualified to conduct public opinion research and make recommendations for arts programming based on their findings.

Proposals were received from: AMS Planning and Research, ArtsMarket, BAE Urban Economics Inc., MIG, and WolfBrown. The three first, whose proposals seemed most closely aligned with Dublin's needs and budget, were invited to interview.

Staff selected ArtsMarket of Bozeman, MT, to conduct the Cultural Arts Needs Assessment. ArtsMarket is an award-winning two-person firm with more than 30 years' experience specializing in cultural arts development strategies. ArtMarket's California clients have included The California Arts Council, San Francisco Opera, James Irvine Foundation, Hewlett Foundation, Los Angeles County Arts Commission, San Mateo County Arts Commission, City of San Diego and City of Berkeley. Principal Louise Stevens, who will personally conduct the stakeholder interviews and focus groups in Dublin, is the author of two text books on conducting cultural arts needs assessments, commissioned by the National Endowment for the Arts.

ArtsMarket has proposed a comprehensive study that includes:

- One-on-one interviews with 10-20 individual stakeholders, including Staff, Council members and Heritage and Cultural Arts Commissioners;
- Public meetings with artists, arts educators, arts organizations and local businesses;
- Two open public meetings with the general public;
- Roundtable discussions with specific demographic groups, i.e. preschool parents, seniors and teens;
- An online survey promoted to the entire community;
- Additional measures to reach any segments of the community under-represented in survey results.

Staff received excellent references from recent ArtsMarket clients and was also favorably impressed with the research the firm had done on Dublin prior to submitting its proposal.

ArtsMarket's fee, "not to exceed \$40,000," also happened to be the lowest quote received.

ArtsMarket will provide staff with summarized and raw data and its recommendations for future Dublin arts programming and facilities by September 1. Staff will write and present a formal report on their findings to the Heritage and Cultural Arts Commission in September and to City Council in October.

NOTICING REQUIREMENTS/PUBLIC OUTREACH:

None.

ATTACHMENTS:

1. Cultural Arts Needs Assessment proposal from ArtsMarket.

CULTURAL ARTS NEEDS ASSESSMENT



Proposal to the City of
Dublin, California
January 22, 2016



Named "2015 Best Cultural
Analyst Consultant – USA" by
Corporate Vision



January 22, 2016

Ms. Tegan McLane
Heritage and Cultural Arts Manager
Parks and Community Services
100 Civic Plaza
Dublin, CA 94568

Dear Ms. McLane,

Our thanks to the City of Dublin, CA for the opportunity to bid on the City's Cultural Arts Needs Assessment. Our proposal responds to the City's need for an updated assessment of community resident needs for cultural and arts programming, as well as needs of artists and cultural groups, within the larger context of the regional landscape. This needs assessment's primary purpose will be to inform planning for the City's proposed cultural arts center.

The methodology we propose will be familiar to the City: our preferred needs assessment methods are similar to the methods used by the City in its 2008 Parks and Community Services Strategic Plan. We will bring to the City the enhanced context and knowledge offered by our team leader, Louise Stevens, who is co-founder and President of ArtsMarket. Since founding the company in 1982, Ms. Stevens has been a national leader in statistically solid market needs analysis related to arts and cultural facilities and programming. Municipalities and private sector funders alike have invested over \$750 million in cultural arts facilities based on their trust in her analytics.

Our goal for the City is to provide actionable, detailed information that will help City leaders make well-informed investment decisions concerning the building program for the proposed facility and develop enhanced or new community services tailored to meet the needs of residents. Our methodology will ensure a depth of community response across the demographic spectrum for the City to use as predictive modeling.

We have designed our process for time-efficiency, ensuring that the project is completed in advance of the May 27, 2016 deadline so that the City has the time needed to review our draft and final findings and recommendations to move forward with complete confidence.

The most successful studies are those that are deeply collaborative throughout, with close partnership between client and consultant. As such, we look forward to your questions as well as your ideas in response to our proposed methodology.

Sincerely yours,

Louise K. Stevens
President

John F. Stevens
CEO

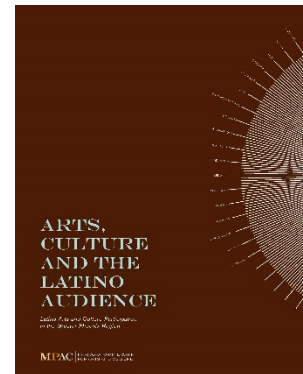


QUALIFICATIONS

Louise and John Stevens founded ArtsMarket, Inc., in 1982 with a focus on expert research to inform cultural development strategies that range from cultural feasibility studies and plans, to building participation and expanding donor bases for arts and cultural institutions. We are the only cultural analysts to be recognized for the rigor and expertise of our studies by entities outside the arts field, namely by the International Economic Development Council which has twice honored us with “Best Research” awards, and in 2015, by the international publication Corporate Vision, for our cultural sector analytics.

Louise Stevens, who will serve as consultant and research analyst for this project, is the author of the cultural needs assessment processes used throughout the sector: she wrote the twin texts on Conducting a Community Cultural Needs Assessment and Developing a Strategic Cultural Plan on commission by the National Endowment for the Arts (1989/90), which has informed the sector’s approaches to this day. As an independent analyst, she has contributed to scholarship and has continued to create break-through methodologies, including most recently her development of the first completely integrated attendance, membership, participation, and funding data tracking all interactions with multiple organizations over time as a predictive tool for building sector support, as presented at the 2014 International Conference on Social Theory, Politics and published in the Arts and in the Journal of Arts, Management, Law and Society.

Louise and John Stevens have designed and conducted hundreds of large scale studies informing facility plans, cultural districts, municipal and state funding, and for private sector funders, including multilingual studies and very large scale samples such as the country’s first large survey of Latino Arts Participation.



Louise Stevens has conducted statewide needs assessment studies informing the strategic agency plans for 26 state arts agencies, including a number of studies for the California Arts Council. California foundations that have turned to her for analytics include the James Irvine Foundation, the Walter & Elise Haas Fund, and the Hewlett Foundation. The San Francisco Opera is one of ArtsMarket’s many individual cultural institution clients for market research and assessment.

Selected Sample, Large Needs Assessment Studies, Surveys

Arts, Culture and the Latino Audience (Maricopa Arts Partnership)
Charlotte Cultural Participation, 2000 household survey, focus groups, and the CUME
Montanans and the Arts, 1000 household survey
Oregon Cultural Trust and Trust Ten Year Update, 1700 statewide respondent survey
Great Lakes Bay Regional Cultural Participation Study (multi-county, Michigan)

Selected Sample, California Cultural Needs Assessment Studies, Field Assessments and Plans (surveys, focus groups, interviews)

Los Angeles County Arts Commission, commissioned assessment study for the creation of a major African American archival facility (2015)
Metro Orlando Economic Development Board of Governors Regional Analysis (2014)
San Mateo County Cultural Needs Assessment and Plan (2013)
Market for the Arts, Expansion and Evaluation of 10 year Capacity and Trends, James Irvine Foundation, San Diego
Market analysis informing the creation of the Historic Naval Training Center cultural reuse plan, City of San Diego
Berkeley Cultural Needs Assessment

Selected Sample, Cultural Use and Market, Feasibility Studies and related Business Plans for Cultural Facility Development

Louisville (Colorado) History Museum (2016)
Museum of World War II, Boston (2015)
New York State Department of Parks, Recreation, and Historic Preservation, Chautauqua Lake regional cultural needs assessment (2015)
Hopkinton Center for the Arts feasibility needs assessment (2014-5) Awarded largest capital grant by Commonwealth of MA, 2015.
Pueblo Cultural facility needs assessment. Based on the assessment, this was the first project in Colorado to receive funds from the Creative District Community Loan Fund for financing of a capital project. (2015)
City of San Antonio/Bexar County, for the creation of the Tobin Center for the Performing Arts
Wilson Center for the Arts, Brookfield, WI (Photo, right, a multiuse suburban arts center)



Selected Sample, Arts Education Needs Assessment Studies

State of Connecticut (2015-16)
Rasmuson Foundation, statewide, Alaska
Ford Family Foundation, statewide, Oregon
Nebraska Arts Council

Selected Sample, National Qualitative and Quantitative Studies

Building First Time Opera Participation, for Opera America and the NEA
Making the Arts Basic to Education, a National Partnership Needs Assessment Study, NEA
The Cultural Universe Master database and Evaluation (CUME Analysis), pioneered for the Arts & Science Council of Charlotte and the Foundation for the Carolinas.

Selected Sample, Published Papers, in:

The Journal of Arts, Management, Law and Society
Journal of the Independent Sector
IEDC Economic Development Journal

Books

The Community Cultural Planning Work Kit
Through a Mirror, a Guide to Program Evaluation
The Road Map to Success: A Unique Development Guide for Small Arts Groups (co-author)

Education and Other Experience

Ms. Stevens received her undergraduate and graduate degrees from Northwestern University. She received additional fellowships from the National Endowment for the Humanities, The Ford Foundation, and the National Endowment for the Arts. She began her career as an arts journalist for major daily newspapers, and subsequently became executive director of performing arts organizations in the Midwest and Northeast prior to launching ArtsMarket.

METHODS AND SCOPE OF WORK

Our approach responds to Dublin's need for highly reliable predictive information by using a combination of rigorous and proven civic needs assessment methods together with engaging, public-friendly approaches.

There are essential elements of any high quality needs assessment. We will work closely with the City of Dublin City staff to structure these, will design and test them, and will administer and analyze the results from these.

Quality Design

In a multi-purpose assessment that includes needs for various types of facilities/spaces as well as public interest/need for programming and services that may take place in the facility or elsewhere, and that may be conducted by the City or by resident organizations, the design element of the assessment is crucial. Questions to be asked throughout the study – in interviews, focus groups, surveys, and in public meetings – must lead to the information output needed for all of these purposes.

In considering design, we believe that methods posed in the RFP should be bolstered by additional elements, including:

- Competitive assessment of existing facilities, as well as programs offered by neighboring municipalities and cultural organizations in those municipalities.

- Competitive assessment of arts education offerings and opportunities in Dublin and in neighboring municipalities.

- Program and growth capacity assessment of nonprofit and for profit cultural arts groups serving Dublin and surrounding communities, assessing their future capacity to serve Dublin residents.

We believe that Dublin is best served by a study design that prioritizes needs and interests for a cultural arts facility, followed by needs for cultural arts programming and services in general, and then by needs and services that would likely be indirectly facilitated by the City but would fall to other Partners to implement – i.e. school based arts education services provided by nonprofit arts groups.

Finalizing the priorities and fully understanding all of the desired analytics outputs will be the consultant first step in working with City staff.

Combination of Qualitative and Quantitative Methods: Cycling Between Approaches

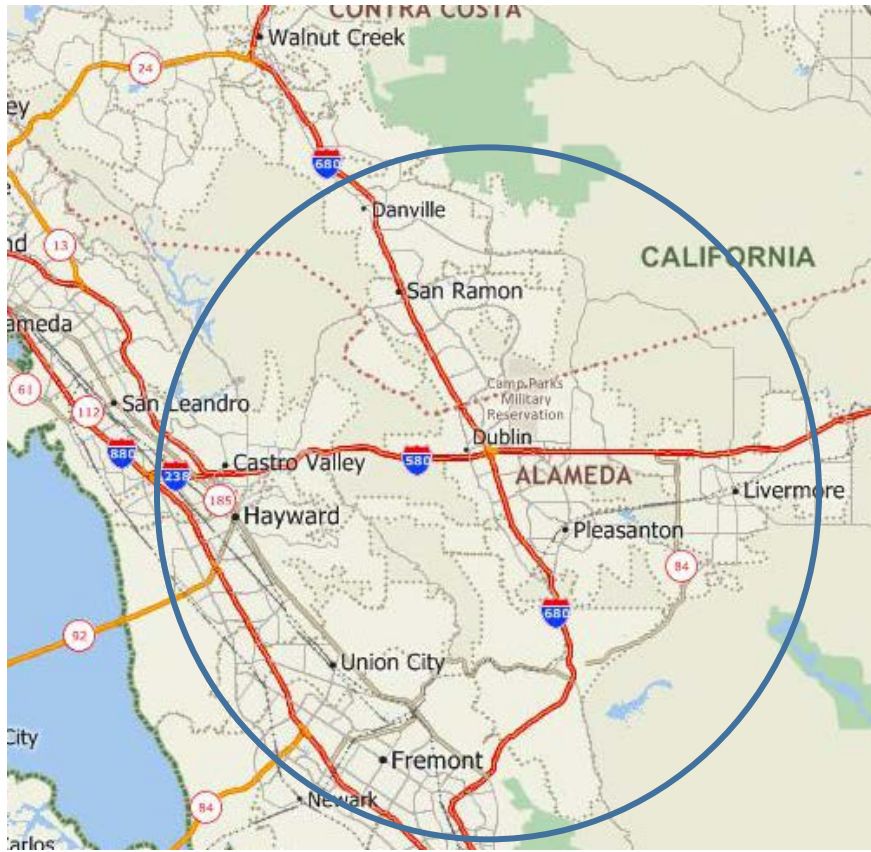
A high quality needs assessment begins with semi-structured interviews and group discussions to build a body of thought on common “needs.” Needs should not be presumed by the consultant, but should emerge from a group of stakeholders with some knowledge of the subject: in this case awareness of arts and cultural programs and facilities in Dublin and surrounding communities, as well as awareness of the scope of services, programs, and plans from the City of Dublin.

We generally like to hold a minimum of four group discussions plus 10-20 interviews or small group (2-3 person) interviews at this stage to gather preliminary information on perceived needs, opportunities, competition, and to gather information on the community characteristics, values, and goals.

From this, we develop questions to ask through survey tools (close ended and open ended) and qualitative tools (group and individual discussions and related tools such as visual mind-mapping). We will follow up our first round of meetings with the development of these tools.

Competitive Analysis

At this early stage in the analysis, we will conduct competitive analysis of cultural programming and services and of cultural facilities. We will assess and present findings of all the programs, services, facilities, and provision methods (local nonprofit, municipal arts, school, and library) within the surrounding communities. To the extent possible, we will include enrollment information and financials, as well as information on faculty, events provided, and other information that will help Dublin identify its unique niche.



Geographic area of competitive analysis. If Appropriate, Walnut Creek will also be included.

Survey Methodology: Sampling and Method

We will use on-line surveying as the method to gain statistically valid information about resident needs for arts and culture.

Dublin has previously identified four major resident population segments. Each of these is further defined by diversity in ethnicity and race, income, work/commute schedules, and other essential factors.

- Families
- Young Adults without Children (25-44)
- Adults (45-64)
- Older Adults (65+)

In addition, Dublin uses ESRI's three segments applicable to the Dublin market:

- Enterprising Professionals
- Boomburbs
- Enterprising Chic

Using a matrix of these demographic and ESRI lifestyle segments, we will draw random probability samples, creating an overall stratified random probability sampling method. We will mail a postcard about the study, urging residents to go to a specific on-line site to take the survey. Our cumulative sample will be a total of 7,500 households, or roughly 50% of all households in Dublin. All residents completing the survey will be entered into drawings for VISA gift cards: this ensures that the consultants can gather respondent email addresses to screen out multiple responses from a single respondent.

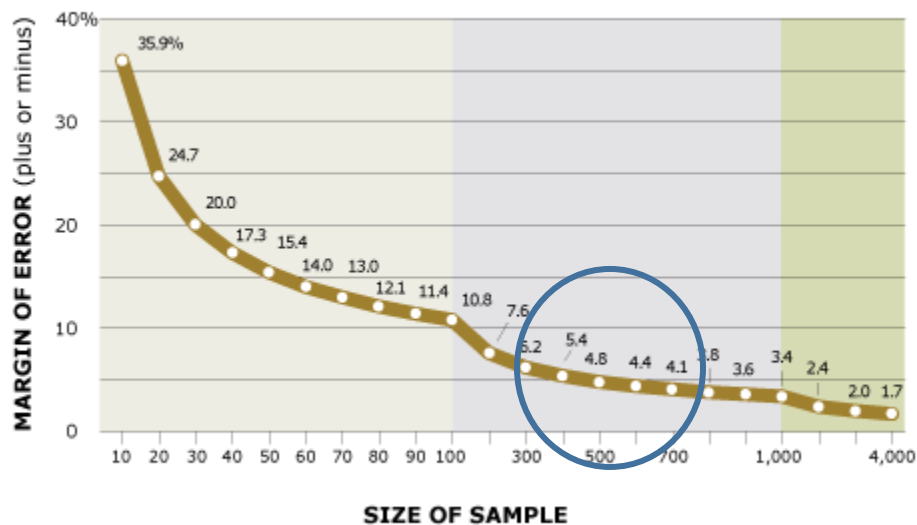
This methodology will be bolstered, if needed, by over-sampling of older adults through an additional survey mode of paper surveys distributed at the Senior Center and at 55+ senior living in Dublin.

Why this method? Random Digit Dialing telephone surveys (RDD) are particularly expensive during presidential election years, when respondents are more likely than ever to refuse calls. Also, the complication of cell phones mean that cell phone respondents tend to answer as independent individuals while land line respondents answer as household members: this can absolutely muddy responses when the subject is one of perceived resident needs for their household.

The methodology we propose has been used extensively across the country. Entities such as the Pew Research Center have noted its efficiency and effectiveness for this type of analysis.

With a carefully pulled stratified sampling, we are confident that the overall responses will be significant, per strata, to provide high confidence and low margin of error.

Sample Size and Sampling Error



Circled area: likely response rate for each of the four key demographic strata.

Public Meetings, Interviews, Small Group Discussions

The qualitative phase of our analysis will be the final step, during which we will use survey findings as the “what is being observed as needed” to facilitate input on “why, how, and priorities.” This phase of discussion will include a minimum of two public open meetings (evenings), as well as round table discussions with artists, arts and cultural groups, parents with young children who now use community arts and cultural programs, adults using the programs, and older adults/seniors. We will work to hold a round table for teens, as well as a round table for educators. Finally, we anticipate a series of stakeholder interviews with City leaders as well as private sector civic leaders who may also be contributing funders.

We like to use visual processes throughout these discussions to the extent possible, such as Mind Mapping to help sort through key points in discussions. For example we imagined a Mind Map that might emerge when teens, young families, adults without children, and seniors share specific elements of what they could want in an arts center: this helps shows key points that need strategies and solutions for the proposed center to be a success through the lens of each population cohort. Teens and seniors cohabiting the same cultural center may view needs very differently: adults who are dedicated arts users may come based on specific faculty.



This type of visual tool (often drawn on a flip chart during a meeting and then redrawn by the consultant as part of the supporting documentation, helps the City see key factors as more than isolated comments in a pages-long list of input.

Analysis and Summary, Consultant

Ms. Stevens will analyze the findings, provide charts and graphs to illustrate key findings, and will also provide recommendations concerning the arts programs and facilities. A final on-site will be included to present the findings in depth to City staff.

TIMELINE

Mid-February

Launch. Initial on-site, first round of group discussions and interviews

First Week of March

Survey tool draft and review with City staff, finalization. Post card printed and mailed.

March Weeks 2-3

Competitive analysis, review of e-survey results as they come in. Address any need for additional paper (over) sampling.

March Week 4, April Week 1

On-site qualitative data collection.

April Week 2

Analysis and findings, draft report and documentation completion.

April Week 3-May Week 3

Staff review of findings and documentation. City provides any feedback to consultant.

By May 27 or TBD with City.

Completion of work, final presentation.

DOCUMENTATION

The consultant will provide the City with all raw and complete data including csv files for future use, as well as any audio recordings, video, Mind Map drawings, or other visual tools. Documents will be provided in written and PowerPoint format.

BUDGET

Consultant/analyst Louise Stevens, 8 on-site days, 7 days off site.	\$30,000
Postcard printing and mailing, list pull	\$5,000
Air and ground, 4 trips, including hotel, car, meals. Not to exceed:	\$5,000
TOTAL	\$40,000

REFERENCES

Ms. Susan Gary
Senior VP/COO
Arts & Science Council, Charlotte
<http://www.artsandscience.org/staff>
704-335-3031
susan.gary@artsandscience.org

Ms. Stevens has provided extensive research and analysis for the Arts and Science Council dating back to a 2,000 household survey and focus groups in 2007; and annually since 2011 in the annual CUME analysis, including presentations to guide policy and decisions on funding and investment.

Mr. Rich Sorich
Program Manager, Special Projects
<http://www.iowawestfoundation.org/about-us/iwf-staff/>
(712) 309-3006
rsorich@iowawestfoundation.org

Ms. Stevens was engaged by the Iowa West Foundation (Council Bluffs/Omaha area) to provide needs assessment qualitative analysis, competitive and niche analysis and modeling, leading to a multi-step cultural facilities development strategy that the Iowa West Foundation is implementing in total based on the study.

Ms. Kris Waldman
Co-Director
Hopkinton Center for the Arts (MA)
<https://hopartscenter.org/about/staff/>
508-435-9222
kriswaldman@comcast.net

Ms. Stevens provided needs assessment market analysis, competitive and niche analysis, and recommendations to guide the building program and operating business model for the Hopkinton Center for the Arts, leading to its receipt of one of the Commonwealth's largest capital/facilities grants awarded for construction and the successful opening of the Center – offering a mix of community-centric arts and cultural programs in suburban Boston.



STAFF REPORT

HERITAGE & CULTURAL ARTS COMMISSION

DATE: April 14, 2016

TO: Honorable Chair and Commissioners

FROM: Tegan McLane, Cultural Arts & Heritage Manager

SUBJECT: Utility Box Art Pilot Program Theme and Selection Process
By: Tegan McLane, Cultural Arts & Heritage Manager

EXECUTIVE SUMMARY:

The City Council has approved Public Art Fund monies to be used for Utility Box Art Pilot Program and provided direction for the Commission to select a theme and approve artist selection procedures.

FINANCIAL IMPACT:

Staff estimates the cost for a Utility Box Art Pilot Program – including artist payments and Staff time – to be approximately \$7,700. Per the Public Art Ordinance, this project is eligible for funding with Public Art Fund monies, and Council has approved \$8,000 for the purpose of this program.

RECOMMENDATION:

Staff recommends that the Commission: 1) Determine whether to issue an open call for proposals to be evaluated by an ad hoc committee, or to pre-qualify artists; 2) Determine whether to allow submissions from high school-age artists sponsored by a visual arts teacher or professional visual artist who would be responsible for ensuring the work is of professional quality and completed in a timely fashion; and 3) Determine a single theme for all boxes in the Pilot Program, or one theme for the boxes in the Village Parkway District of the Downtown Specific Plan and a second theme for the boxes in the Dublin High School neighborhood.

DESCRIPTION:

At the March 1, 2016 meeting, the City Council approved a Utility Box Art Pilot Program proposed by Staff and recommended by the Heritage and Cultural Arts Commission. The City Council allocated \$8,000 for use on a six-box pilot program in the Village Parkway District and Dublin High School neighborhood. However, the City Council declined to get further involved in artist selection procedures or to select a theme, and requested these items be determined by Heritage and Cultural Arts Commission.

Based on Dublin's Public Art Master Plan and input from surrounding cities, Staff recommends that the pilot program invite proposals from local professional artists who have the demonstrated ability to complete such a project. Proposals would be evaluated by an ad-hoc committee of stakeholders that would include two Commission members, and representatives from the public and business communities. Alternatively, Staff could develop a pre-qualified artists list, per the Public Art Master Plan. Ultimately, the Heritage and Cultural Arts Commission would recommend box designs to the City Council for final approval.

At its February 10 meeting, the Commission recommended that the three boxes closest to Dublin High School be assigned to high school-age artists, under the supervision of an adult sponsor. To meet the Public Art Master Plan requirements, the sponsor would need to be a visual art teacher or professional visual artist serving as a mentor to the students.

Also at its February 10 meeting, the Heritage and Cultural Arts Commission discussed the need for general thematic guidelines, perhaps one theme to unify the Downtown boxes and another to unify the High School neighborhood boxes. Another possibility would be to establish a theme that could potentially be carried throughout the City, should the City Council wish to continue the program. For example, artists could be asked to create designs reflecting the new City brand: "The New American Backyard," which was adopted last year.

Heritage and Cultural Arts Commission recommended these possible themes at its February 10 meeting:

- Flowers
- Historical scenes in *trompe l'oeil* style
- Variations on a shamrock theme
- Historical photos printed and wrapped onto the boxes

Of the options the Commission previously recommended, Staff believes the 'variations on a shamrock theme' is more specific to Dublin and offers the widest possible opportunity for artist interpretation.

The flower theme, while likely to generate bright and attractive artwork, has been done in nearby cities, including Pleasanton. A call for historic scenes in *trompe l'oeil* style will severely limit the artist pool, and may preclude some very talented local artists who do not work in that style.

The historical photo option, while attractive and educational, may not qualify for use of public art funds. The Public Art Master Plan currently requires all artwork to be "designed by professional visual artists." Historical photos alone would not qualify. However, historical photos could be considered if embellished or turned into a collage by a visual artist. If 'embellished or collaged historical photos' is selected as a theme, staff recommends covering the boxes with printed wraps to ensure that the photos are accurately reproduced. Wraps are typically affixed by a sign maker, so the artists would not be part of the installation process.

NOTICING REQUIREMENTS/PUBLIC OUTREACH:

None.

ATTACHMENTS:

None.